

April 16, 2004

Federal Trade Commission
CAN-SPAM Act
PO Box 1030
Merrifield, VA 22116-1030

Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

Thank you for your efforts to curb unsolicited bulk email. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, that I feel I must urge you to reject this idea.

Requiring the use of suppression lists will seriously damage many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

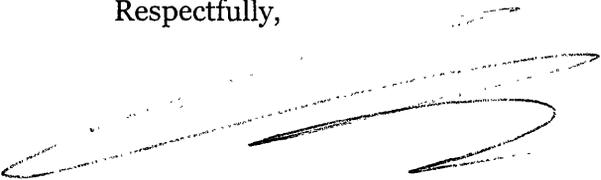
They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list.

~~My main concern is that these suppression lists will fall into the hands of spammers, leading to more spam instead of less.~~

I was quite surprised at the potential problems this ruling could involve, and urge you to reconsider its implementation in light of these problems,

Respectfully,



Drew Morris, Ph.D.
CEO